WHAT IS CLAIMED IS:

1   1. A method for online shopping, comprising:

2   associating an online shopping cart with a consumer; and

3   associating an item with the online shopping cart,

4   wherein the associated item was not selected by the consumer for association with

5   the shopping cart.

1   2. A method according to Claim 1, wherein the item is associated with the

2   shopping cart based on at least one of: a shopping history of the consumer; a shopping

3   history of one or more other consumers; consumer preferences; complementary item

4   information; demographic information; prices of similar items; promotions; marketing

5   arrangements with manufacturers and distributors; inventory levels; projected demand;

6   costs and profit margins.

1   3. A method according to Claim 1, further comprising:

2   determining to associate the item with the online shopping cart based on a first

3   item associated with the shopping cart.

1   4. A method according to Claim 3, wherein the item is complementary to the first

2   item.

1   5. A method according to Claim 3, wherein the item is a substitute for the first

2   item.

1   6. A method according to Claim 1, further comprising:

2   determining to associate the item with the online shopping cart based on a

3   characteristic of items previously associated with the shopping cart.

1   7. A method according to Claim 6, wherein the characteristic comprises at least

2   one of: a number of items; a value of the items; and a type of one or more of the items.

1   8. A method according to Claim 1, further comprising:

2   determining to associate the item with the online shopping cart based on a

3   characteristic of the consumer.

1   9. A method according to Claim 8, wherein the characteristic comprises at least

2   one of: age; sex; residence; income; and shopping history.

1   10. A method according to Claim 1, wherein a cost of the associated item is less

2   than a retail cost that would be charged to the consumer for the item if the item was

3   selected by the consumer for association with the shopping cart.

1   11. A method according to Claim 10, wherein the cost of the associated item is

2   free.

1   12. A method according to Claim 1, wherein the item cannot be disassociated

2   from the shopping cart.

1   13. A method according to Claim 1, further comprising:

2   receiving an instruction from the consumer to disassociate a second item from the

3   shopping cart; and

4   in response to the instruction, automatically disassociating the item from the

5   shopping cart.

1   14. A method according to Claim 1, further comprising:

2   presenting terms for purchasing the item to the consumer.

1   15. A method according to Claim 1, further comprising determining the

2   association based on rules.

1   16. A method according to Claim 15, further comprising:

2   dynamically updating the rules.

1   17. A method according to Claim 1, further comprising:

2   notifying the consumer that the item was associated with the shopping cart.

1   18. A method for online shopping, comprising:

2   associating an online shopping cart with a consumer; and

3   associating an item with the online shopping cart in response to a selection of the

4   item by an entity other than the consumer.

1   19. A method according to Claim 18, wherein the entity is a potential seller of the

2   item.

1   20. A method according to Claim 18, wherein the entity is an intelligent agent.

1   21. A method according to Claim 18, wherein a cost of the associated item is less

2   than a retail cost that would be charged to the consumer for the item if the item was

3   selected by the consumer for association with the shopping cart.

1   22. A method according to Claim 18, wherein the item cannot be disassociated

2   from the shopping cart.

1   23. A method according to Claim 18, further comprising:

2   receiving an instruction from the consumer to disassociate a second item from the

3   shopping cart; and

4   in response to the instruction, automatically disassociating the item from the

5   shopping cart.

1   24. An online shopping cart associated with a consumer, comprising:

2   an item associated with the shopping cart in response to a selection of the item by

3   the consumer; and

4   an item associated with the shopping cart in response to a selection of the item by

5   an entity other than the consumer.

1   25. An online shopping cart associated with a consumer, comprising:

2   an item associated with the shopping cart in response to a selection of the item by

3   the consumer; and

4   an item not selected by the consumer to be associated with the shopping cart.

1   26. A method for shopping, comprising:

2   associating a physical shopping cart with a consumer; and

3   associating an item with the physical shopping cart,

4   wherein the associated item was not selected by the consumer for association with

5   the shopping cart.

1   27. A method according to Claim 26, wherein the item is associated with the

2   shopping cart based on at least one of: a shopping history of the consumer; a shopping

3   history of one or more other consumers; consumer preferences; complementary item

4   information; demographic information; prices of similar items; promotions; marketing

5   arrangements with manufacturers and distributors; inventory levels; projected demand;

6   costs and profit margins.

1   28. A method according to Claim 26, further comprising:

2   determining to associate the item with the online shopping cart based on a first

3   item associated with the shopping cart.

1   29. A method according to Claim 28, wherein the item is complementary to the

2   first item.

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2   30. A method according to Claim 28, wherein the item is a substitute for the first

3   item.

1   31. A method according to Claim 26, wherein a cost of the associated item is less

2   than a retail cost that would be charged to the consumer for the item if the item was

3   selected by the consumer for association with the shopping cart.

1   32. A method according to Claim 31, wherein the cost of the associated item is

2   free.

1   33. A medium storing processor executable process steps, the process steps

2   comprising:

3   a step to associate an online shopping cart with a consumer; and

4   a step to associate an item with the online shopping cart,

5   wherein the associated item was not selected by the consumer for association with

6   the shopping cart.

1   34. A medium according to Claim 33, wherein the item is associated with the

2   shopping cart based on at least one of: a shopping history of the consumer; a shopping

3   history of one or more other consumers; consumer preferences; complementary item

4   information; demographic information; prices of similar items; promotions; marketing

5   arrangements with manufacturers and distributors; inventory levels; projected demand;

6   costs and profit margins.

1   35. A medium according to Claim 33, the process steps further comprising:

2   a step to determine to associate the item with the online shopping cart based on a

3   first item associated with the shopping cart.

1   36. A medium according to Claim 35, wherein the item is complementary to the

2   first item.

1   37. A medium according to Claim 35, wherein the item is a substitute or the first

2   item.

1   38. A medium according to Claim 33, wherein a cost of the associated item is

2   less than a retail cost that would be charged to the consumer for the item if the item was

3   selected by the consumer for association with the shopping cart.

1   39. A medium according to Claim 38, wherein the cost of the associated item is

2   free.

1   40. A medium storing processor executable process steps, the process steps

2   comprising:

3   a step to associate an online shopping cart with a consumer; and

4   a step to associate an item with the online shopping cart in response to a selection

5   of the item by an entity other than the consumer.

1   41. A medium according to Claim 40, wherein the entity is a potential seller of

2   the item.

1   42. A medium according to Claim 40, wherein the entity is an intelligent agent.

1   43. An apparatus for electronic shopping, comprising:

2   a processor; and

3   a storage device in communication with the processor and storing instructions

4 adapted to be executed by the processor to:

5   associate an online shopping cart with a consumer; and

6   associate an item with the online shopping cart,

7   wherein the associated item was not selected by the consumer for association with

8 the shopping cart.

1   44. An apparatus according to Claim 43, wherein the item is associated with the

2 shopping cart based on at least one of: a shopping history of the consumer; a shopping

3 history of one or more other consumers; consumer preferences; complementary item

4 information; demographic information; prices of similar items; promotions; marketing

5 arrangements with manufacturers and distributors; inventory levels; projected demand;

6 costs and profit margins.

1   45. An apparatus according to Claim 43, the instructions adapted to be executed

2 by the processor to:

3   determine to associate the item with the online shopping cart based on a first item

4 associated with the shopping cart.

1   46. An apparatus according to Claim 45, wherein the item is complementary to

2 the first item.

1   47. An apparatus according to Claim 45, wherein the item is a substitute for the

2 first item.

1   48. An apparatus according to Claim 43, wherein a cost of the associated item is

2   less than a retail cost that would be charged to the consumer for the item if the item was

3   selected by the consumer for association with the shopping cart.

1   49. An apparatus according to Claim 48, wherein the cost of the associated item

2   is free.

1   50. An apparatus for electronic shopping, comprising:

2   a processor; and

3   a storage device in communication with the processor and storing instructions

4   adapted to be executed by the processor to:

5   associate an online shopping cart with a consumer; and

6   associate an item with the online shopping cart in response to a selection of the

7   item by an entity other than the consumer.

1   51. An apparatus according to Claim 50, wherein the entity is a potential seller of

2   the item.

1   52. An apparatus according to Claim 50, wherein the entity is an intelligent

2   agent.